## Claims:

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- 1. A method of identifying a G protein coupled receptor signaling inhibitor, which comprises:
- (a) providing a peptide library based on a native G protein coupled receptor binding peptide;
- (b) screening said peptide library for high affinity binding to said G protein coupled receptor;
- (c) selecting a member of said peptide library having binding to said G protein coupled receptor of higher affinity than that of the native peptide;
- (d) providing a library of candidate compounds to screen for binding to said G protein coupled receptor;
- (e) screening said library of candidate compounds for high affinity binding to said G protein coupled receptor in competition with a member of said peptide library selected in step (c); and
- (f) identifying a member of said library of candidate compounds having binding to said G protein coupled receptor of equal or higher affinity than that of the peptide selected in step (c).
- 2. A method of claim 1, wherein said screening of step (b) or step (e) is performed by testing for binding to an intact G protein coupled receptor.
- 3. A method of claim 1, wherein said screening of step (b) or step (e) is performed by testing for binding to at least an intracellular fragment of a G protein coupled receptor.

- 4. A method of claim 1, wherein said G protein coupled receptor binding peptide of step (a) is a G protein subunit or fragment thereof.
- 5. A method of claim 4, wherein said G protein subunit fragment is from about 7 to about 70 amino acids long.
- 6. A method of claim 4, wherein said G protein subunit fragment is from about 7 to about 55 amino acids long.
- 7. A method of claim 4, wherein said G protein subunit fragment is about 8 to about 50 amino acids long.
- 8. A method of claim 4, wherein said G protein subunit fragment is about 9 to about 23 amino acids long.
- 9. A method of claim 4, wherein said G protein subunit fragment is about 11 amino acids long.
- 10. A method of claim 4, wherein said G protein subunit is a  $G\alpha$  subunit.
- 11. A method of claim 4, wherein said G protein coupled receptor binding peptide is a  $G\alpha$  subunit carboxyl terminal peptide.
- 12. A method of claim 4, wherein said G protein subunit is a  $G\beta\gamma$  dimer.

- 13. A method of claim 1, wherein said screening of step (b) comprises at least two sequential binding assays.
- 14. A method of claim 13, wherein at least one of said sequential binding assays is a competitive binding assay.
- 15. A method of claim 1, wherein said screening of step (b) is a competitive binding assay.
- 16. A method of claim 14, wherein said competitive binding assay is characterized by co-incubation of members of said peptide library with said G protein coupled receptor binding peptide.
- 17. A method of claim 15, wherein said competitive binding assay is characterized by co-incubation of members of said peptide library with said G protein coupled receptor binding peptide.
- 18. A method of claim 15, wherein said peptide library members are capable of providing a detectable signal.
- 19. A method of claim 1, wherein said candidate compounds of step (e) are capable of providing a detectable signal.
- 20. A method of claim 1, wherein said screening is an enzyme-linked immunosorbant assay.
- 21. A method of claim 1, wherein binding to said G protein coupled receptor is determined by measuring a signal

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generated from interaction of an activating ligand with said G protein coupled receptor.

- 22. A method of claim 21, wherein activation of said G protein coupled receptor is determined.
- 23. A method of claim 21, wherein inhibition of said G protein coupled receptor is determined.
- 24. A method of claim 1, wherein said peptide library is a combinatorial peptide library.
- 25. A method of claim 24, wherein said combinatorial peptide library is a protein-peptide fusion protein library.
- 26. A method of claim 25, wherein said protein-peptide fusion protein library is a maltose binding protein-peptide fusion protein library.
- 27. A method of claim 1, wherein said peptide library is a peptide display library.
- 28. A method of claim 1, wherein said library of candidate compounds of step (d) is a focused library of candidate compounds based on the structure of a compound selected in step (c).
- 29. A method of claim 20, wherein said enzyme-linked immunosorbant assay comprises the steps of:
- (a) immobilizing said G protein coupled receptor onto a solid support;

- 5 (b) providing a protein-peptide fusion protein display library;
  - (c) incubating members of said protein-peptide fusion protein display library with said immobilized G protein coupled receptor in the presence of said G protein coupled receptor binding peptide under conditions such that members of protein-peptide fusion protein display library having a binding affinity for said G protein coupled receptor at least as high as said G protein coupled receptor binding peptide bind to said immobilized G protein coupled receptor;
- 15 (d) removing unbound members of said protein-peptide fusion protein display library;
- (e) incubating said bound protein-peptide fusion protein display library with antibodies which specifically recognize the protein portion of said protein-peptide fusion
   20 protein display library members under conditions such that said antibodies specifically bind to said protein-peptide fusion protein display library members;
  - (f) removing unbound antibodies; and
  - (g) detecting said bound antibodies.
  - 30. A method of claim 29, wherein said protein-peptide fusion protein display library is a maltose binding protein-peptide fusion protein display library and said antibodies are anti-maltose binding protein antibodies.
  - 31. An enzyme-linked immunosorbant assay which comprises the steps of:
  - (a) immobilizing a G protein coupled receptor onto a solid support;
  - 5 (b) providing a protein-peptide fusion protein display library;

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- (c) incubating members of said protein-peptide fusion protein display library with said immobilized G protein coupled receptor in the presence of said G protein coupled receptor binding peptide under conditions such that members of protein-peptide fusion protein display library having a binding affinity for said G protein coupled receptor at least as high as said G protein coupled receptor binding peptide bind to said immobilized G protein coupled receptor;
- (d) removing unbound members of said protein-peptide fusion protein display library;
  - (e) incubating said bound protein-peptide fusion protein display library with antibodies which specifically recognize the protein portion of said protein-peptide fusion protein display library members under conditions such that said antibodies specifically bind to said protein-peptide fusion protein display library members;
    - (f) removing unbound antibodies; and
    - (q) detecting said bound antibodies.
  - 32. An enzyme-linked immunosorbant assay of claim 33, wherein said protein-peptide fusion protein display library is a maltose binding protein-peptide fusion protein display library and said antibodies are anti-maltose binding protein antibodies.
  - 33. A method of claim 1, wherein said library of candidate compounds is a peptide library.
  - 34. A method of claim 1, wherein said library of candidate compounds is a small molecule library.

- 35. A compound identified by a method according to claim 1.
- 36. A compound identified by a method according to claim 29.
- 37. A method of identifying a G protein coupled receptor signaling inhibiting peptide, which comprises:
- (a) providing a peptide library based on a native G protein coupled receptor binding peptide;
- (b) screening said peptide library for high affinity binding to said G protein coupled receptor; and
- (c) selecting a member of said peptide library having binding to said G protein coupled receptor of higher affinity than that of the native peptide.
- 38. A method of claim 37, wherein said screening of step (b) is performed by testing for binding to an intact G protein coupled receptor.
- 39. A method of claim 37, wherein said screening of step (b) is performed by testing for binding to at least an intracellular fragment of a G protein coupled receptor.
- 40. A method of claim 37, wherein said G protein coupled receptor binding peptide of step (a) is a G protein subunit or fragment thereof.
- 41. A method of claim 40, wherein said G protein subunit fragment is from about 7 to about 70 amino acids long.

- 42. A method of claim 40, wherein said G protein subunit fragment is from about 7 to about 55 amino acids long.
- 43. A method of claim 40, wherein said G protein subunit fragment is from about 8 to about 50 amino acids long.
- 44. A method of claim 40, wherein said G protein subunit fragment is from about 9 to about 23 amino acids long.
- 45. A method of claim 40, wherein said G protein subunit fragment is about 11 amino acids long.
- 46. A method of claim 40, wherein said G protein subunit fragment is a  $G\alpha$  subunit.
- 47. A method of claim 40, wherein said G protein coupled receptor binding peptide is a  $G\alpha$  subunit carboxyl terminal peptide.
- 48. A method of claim 40, wherein said G protein subunit is a  $G\beta\gamma$  dimer.
- 49. A method of claim 37, wherein said screening of step (b) comprises at least two sequential binding assays.
- 50. A method of claim 49, wherein at least one of said sequential binding assays is a competitive binding assay.

- 51. A method of claim 37, wherein said screening of step (b) is a competitive binding assay.
- 52. A method of claim 50, wherein said competitive binding assay is characterized by co-incubation of members of said peptide library with said G protein coupled receptor binding peptide.
- 53. A method of claim 51, wherein said competitive binding assay is characterized by co-incubation of members of said peptide library with said G protein coupled receptor binding peptide.
- 54. A method of claim 51, wherein said peptide library members are capable of providing a detectable signal.
- 55. A method of claim 37, wherein said screening is an enzyme-linked immunosorbant assay.
- 56. A method of claim 37, wherein binding to said G protein coupled receptor is determined by measuring a signal generated from interaction of an activating ligand with said G protein coupled receptor.
- 57. A method of claim 56, wherein activation of said G protein coupled receptor is determined.
- 58. A method of claim 56, wherein inhibition of said G protein coupled receptor is determined.
- 59. A method of claim 37, wherein said peptide library is a combinatorial peptide library.

- 60. A method of claim 59, wherein said combinatorial peptide library is a protein-peptide fusion protein library.
- 61. A method of claim 60, wherein said protein-peptide fusion protein library is a maltose binding protein-peptide fusion protein library.
- 62. A method of claim 37, wherein said peptide library is a peptide display library.
- 63. A method of identifying a G protein coupled receptor signaling inhibitor compound, which comprises:
- (a) providing a library of candidate compounds to screen for binding to said G protein coupled receptor;
- (b) providing a high affinity G protein coupled receptor binding peptide;
- (c) screening said library of candidate compounds for high affinity binding to said G protein coupled receptor in competition with said high affinity G protein coupled
   receptor binding peptide; and
  - (d) identifying a member of said library of candidate compounds having binding to said G protein coupled receptor of equal or higher affinity than that of the peptides of step (b).
  - 64. A method of claim 63, wherein said screening of step(c) is performed by testing for binding to an intact G protein coupled receptor.
  - 65. A method of claim 63, wherein said screening of step (c) is performed by testing for binding to at least an intracellular fragment of a G protein coupled receptor.

- 66. A method of claim 63, wherein said G protein coupled receptor binding peptide of step (b) is a G protein subunit or fragment thereof.
- 67. A method of claim 66, wherein said G protein subunit fragment is about 7 to about 70 amino acids long.
- 68. A method of claim 66, wherein said G protein subunit fragment is about 7 to about 55 amino acids long.
- 69. A method of claim 66, wherein said G protein subunit fragment is about 8 to about 50 amino acids long.
- 70. A method of claim 66, wherein said G protein subunit fragment is about 9 to about 23 amino acids long.
- 71. A method of claim 66, wherein said G protein subunit fragment is 11 amino acids long.
- 72. A method of claim 66, wherein said G protein subunit is a  $G\alpha$  subunit.
- 73. A method of claim 66, wherein said G protein coupled receptor binding peptide is a  $G\alpha$  subunit carboxyl terminal peptide.
- 74. A method of claim 66, wherein said G protein subunit is a  $G\beta\gamma$  dimer.
- 75. A method of claim 66, wherein said screening of step (c) is an enzyme-linked immunosorbant assay.

- 76. A method of claim 63, wherein binding to said G protein coupled receptor is determined by measuring a signal generated from interaction of an activating ligand with said G protein coupled receptor.
- 77. A method of claim 76, wherein activation of said G protein coupled receptor is determined.
- 78. A method of claim 76, wherein inhibition of said G protein coupled receptor is determined.
- 79. A method of claim 63, wherein said library of candidate compounds of step (a) is a focussed library of candidate compounds based on the structure of the peptide of step (b).
- 80. A method of claim 63, wherein said library of candidate compounds of step (a) is a combinatorial library.
- 81. A method of claim 80, wherein said combinatorial library is a diverse small molecule library.
- 82. A method of claim 81, wherein said diverse small molecule combinational library comprises drug-like molecules.
- 83. A method of claim 81, wherein said diverse small molecule combinational library is a focussed small molecule library.
- 84. A method of claim 83, wherein said focussed small molecule library comprises drug-like molecules.

- 85. A method of claim 84, wherein the members of said focussed small molecule library are based on the chemical structure of the peptide of step (b).
- 86. A G protein coupled receptor signaling inhibiting peptide identified according to a method of claim 37.
- 87. A G protein coupled receptor signaling inhibiting compound identified according to a method of claim 63.
- 88. A method of inhibiting G protein coupled receptor signaling in a cell having a G protein coupled receptor which comprises administering to said cell a compound identified according to a method of claim 1.
- 89. A method of inhibiting G protein coupled receptor signaling in a cell having a G protein coupled receptor which comprises administering to said cell a compound identified according to a method of claim 37.
- 90. A method of inhibiting G protein coupled receptor signaling in a cell having a G protein coupled receptor which comprises administering to said cell a compound identified according to a method of claim 63.
- 91. A method of inhibiting G protein coupled receptor signaling which comprises contacting a compound with said G protein coupled receptor which interferes with binding of said G protein coupled receptor to its cognate G proteins.

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- 92. A method for identifying a G protein coupled receptor signaling modifier compound, which comprises:
- (a) providing a peptide identified according to the method of claim 40, wherein said peptide is labeled to provide a detectable peptide signal;
  - (b) providing a library of candidate G protein coupled receptor signaling modifier compounds;
- (c) contacting said peptide with said G protein coupled receptor under conditions such that said peptide binds to said G protein coupled receptor;
- (d) removing unbound peptide from said G protein coupled receptor;
- (e) measuring the signaling activity of said peptidebound G protein coupled receptor and measuring said detectable peptide signal;
  - (f) contacting the members of said library of candidate G protein coupled receptor signaling modifier compounds with said peptide-bound G protein coupled receptor;
- (g) measuring the signaling activity of said peptide bound G protein coupled receptor and measuring said detectable peptide signal;
- (h) determining whether said G protein coupled receptor signaling activity is increased or decreased after contact with said candidate compound and whether G protein coupled receptor peptide binding is increased or decreased after contact with said candidate compound; and
- (i) identifying compounds for which contact with said peptide-bound G protein coupled receptor results in both an increase in peptide binding to said G protein coupled receptor and an increase in G protein coupled receptor signaling and identifying compounds for which contact with

said peptide-bound G protein couple receptor results in both
increase in peptide binding to said G protein coupled
receptor and decrease a G protein coupled receptor
signaling.

- 93. A method of claim 92, wherein the method for measuring said signaling activity of said peptide-bound G protein coupled receptor is selected from the group consisting of:
- 5 (a) measuring inositol phosphate accumulation;
  - (b) measuring intracellular Ca2+ levels;
  - (c) measuring transendothelial electrical resistance;
  - (d) measuring stress fiber formation;
  - (e) measuring ligand binding;
- 10 (f) measuring receptor expression;
  - (g) measuring receptor desensitization;
  - (h) measuring kinase activity;
  - (i) measuring phosphatase activity;
  - (j) measuring nuclear transcription factors;
- 15 (k) measuring all migration (chemotaxis);
  - (1) measuring superoxide formation;
  - (m) measuring nitric oxide formation;
  - (n) measuring cell degranulation;
  - (o) measuring GIRK activity;
- 20 (p) measuring actin polymerization;
  - (q) measuring vasoconstriction;
  - (r) measuring cell permeability;
  - (s) measuring apoptosis;
  - (t) measuring cell differentiation;
- 25 (u) measuring membrane association of a protein that translocates upon GPCR activation, such as protein kinase C;

- (v) measuring cytosolic accumulation of a protein that translocates upon GPCR activation, such as protein kinase C;
- (w) measuring cytosolic accumulation of a protein that 30 translocates upon GPCR activation, such as src; and
  - (x) measuring nuclear association of a protein that translocates upon GPCR activation, such as Ran.
- 94. A compound identified by the method of claim 1, which comprises a peptide selected from the group consisting of SEQ ID NOS:14, 16, 20, 22, 26, 28, 30, 32, 34, 36, 38, 40, 42, 46-105, 115-132 and 147-305.
  - 95. A compound selected from the group consisting of SEQ ID NOS:14, 16, 20, 22, 26, 28, 30, 32, 34, 36, 38, 40, 42, 46-105, 115-132 and 147-305.
- 40 96. A minigene construct encoding a compound according to claim 94.
  - 97. A minigene construct encoding a compound according to claim 95.
- 98. A method for providing a therapeutic G protein coupled receptor signaling modifier peptide to a mammal which comprises administering to said mammal an expression construct which expresses a peptide according to SEQ ID NOS:14, 16, 20, 22, 26, 28, 30, 32, 34, 36, 38, 40, 42, 46-105, 115-132 and 147-305.

- 99. A method for treating a disease state in which excess G protein coupled receptor signaling is a causative factor, which comprises administering a compound according to claim 98.
- 100. A method of claim 98, wherein said peptide is delivered by an expression construct.
  - 101. A method of claim 100, wherein said compound is a non-peptide drug.